

STRATEGY MASTERCLASS

21 – 23 June 2027

Ho Chi Minh, Vietnam

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This intensive workshop empowers professionals to think strategically, analyze their business environment, and make informed decisions that drive long-term value. Participants will apply frameworks such as SWOT, PESTLE, Porter's Five Forces, VRIO, and more in a highly practical setting culminating in a team-based strategy simulation.

Overview

Designed for professionals who influence or shape strategic direction, this course builds a shared understanding of strategy, strengthens analytical thinking, and bridges the gap between planning and execution. The course includes real-world case examples, tools, and a final strategy lab for experiential learning.

Upon completion, participants will:

- Gain practical tools to assess industry forces, market opportunities, and internal strengths
- Learn to set strategic goals, build growth plans, and respond to uncertainty
- Apply frameworks like SWOT, PESTLE, VRIO, Ansoff, and OKRs to real-life scenarios

Who should attend

- Business unit heads, analysts, and mid-level leaders involved in strategic planning
- Professionals transitioning into strategy roles or participating in decision-making teams
- Teams seeking a shared language and process for structured strategic thinking

Methodology

The program blends interactive lectures, small-group analysis, hands-on exercises, and a full-day capstone simulation. Participants work in teams to develop and pitch a real-time strategy for a fictional company using the full range of taught frameworks.

Trainer

Facilitated by a strategy consultant and former corporate planner with over 20 years of experience in business design and strategic transformation. The trainer brings practical insights from consulting, in-house leadership roles, and teaching executive programs across Asia.

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Course Content

Module – 1

Foundations of Strategic Thinking and Business Advantage.

- The meaning of business strategy vs. operational planning
- Strategic thinking as a mindset for long-term success
- Business vs. corporate vs. functional strategy
- How strategy creates sustainable competitive advantage

Module – 2

Scanning the Business Environment with PESTLE & SWOT.

- PESTLE framework for assessing macro-environmental factors
- SWOT analysis: how to diagnose strengths, weaknesses, opportunities, threats
- Real-world example walkthrough
- Hands-on activity: build your first PESTLE & SWOT matrix

Module – 3

Understanding Industry Dynamics and Competitive Forces.

- Porter's Five Forces for industry competitiveness
- Strategic Group Mapping: where your firm stands
- Blue Ocean thinking: how to break out of red oceans
- Discussion: Market leader vs. challenger vs. niche strategies

Module – 4

Analyzing Internal Capabilities – From VRIO to Value Chains.

- VRIO Framework: resources as drivers of competitive edge
- Value Chain analysis to identify cost or value drivers
- Introduction to Resource-Based View (RBV) of the firm
- Application: mini-case on Apple Inc. or a local company

Module – 5

Strategy Tools for Growth and Innovation.

- Ansoff Matrix: market and product growth strategies
- BCG Matrix: portfolio planning for cash cows and stars
- Innovation frameworks: product vs. process innovation
- Short activity: apply Ansoff to a familiar brand

Module – 6

Designing Strategic Goals and Scenario Plans.

- Writing effective vision, mission, and strategy goals
- SMART and stretch goals
- Scenario Planning basics: preparing for uncertainty
- Scenario activity: create two alternative paths for a business

Module – 7

From Strategy to Execution – Making Strategy Stick.

- OKRs: linking objectives to results
- Aligning structure and resources to strategy
- Budgeting and prioritization techniques
- Execution challenges and the role of leadership

Module – 8

Lab – Group Simulation and Feedback.

- Teams receive a fictional company brief
- Use analysis tools (SWOT, PESTLE, VRIO, Ansoff) to craft a strategy
- Present strategic pitch to peers/instructors
- Feedback & reflections on decision-making and trade-offs

Riverstone Corporate Training

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DELEGATE REGISTRATION FORM

Course fees

(Fees per participant)	**Single**	**Group****
Normal fees	SGD 2,699	SGD 2,599
Early bird price*	SGD 2,499	SGD 2,399

**Payment 30 days before commencement of the course*
***Minimum of 3 participants*

The course fee includes
- 3 days of dedicated expert training
- Lunch and refreshments
- Copies of relevant course material

Venue Details

- All our training sessions are held in good locations, assuring a high level of comfort and a conducive learning environment.
- Due to variation in the number of participants, final venue details will be mailed 14 days before the course commences.

- Registration : 8:30 am
- Session timings: 9:00 am to 5:00 pm
- **Disclaimer:** Riverstone Training reserves the right to change the venue or postpone the course due to unforeseen circumstances.

Company Information

Company Name : _____
Address : _____
_____
_____
_____

Contact Person : _____
Designation : _____
Email : _____
Phone : _____

Delegate Information

Name (1) : _____
Designation : _____
Email : _____
Phone : _____

Name (2) : _____
Designation : _____
Email : _____
Phone : _____

Payment Terms

- Full payment is required for seat confirmation.
- Make a crossed cheque or bank draft payable to **Riverstone SG Pte Ltd.**
- Mail your payment with this registration form to **Level 20, Tower 2, One Raffles Place, Singapore 048616.**
- Alternatively, you can do a bank transfer to Standard Chartered Bank Account no: 0105663336 (Bank no: 9496); Swiftcode: SCBLSG22.

Need in-house training on the same topic?

For in-house training on the same course or customized course, please contact us through

Email : register@riverstonetraining.com.sg
Phone or WhatsApp : +65 9730 4250

Cancellation Policy

- If you are unable to attend, a replacement delegate is always welcome.
- Any cancellation must be made in writing to Riverstone Training at least 14 days before the event date. A full refund, less an administration fee of SGD 150, will be given.
- No refunds will be given for written cancellations received less than 14 days before the event date. However, you will receive a 100% credit voucher that can be applied to any of our subsequent training courses within six months of the initial registration.